I just stole something for you …

My job gives me behind-the-scenes insight into how some of the world’s greatest marketers handle “selling” problems in different ways. It’s a great education that never quits.

Recently I saw a tremendous patient reactivation idea … tremendous because it works like magic and is rarely used in marketing efforts.

Credit goes to Ferd Nauheim. I recently bought his book, *Salesman’s Complete Model Letter Handbook*, in which he shares many overlooked opportunities for communicating with clients and prospects. The book is especially helpful for those times when you want to contact someone but can’t figure out what to say without sounding like a pushy salesman.

Anyway, I stole one of Nauheim’s letters and reworked it for you. Don’t worry, though, I’m certain he doesn’t mind.

If fact, he states at the beginning of his book, “In many cases, salesmen and sales managers will be able to use letters in this book with little or no change. But even where a complete change is required to fit a particular set of circumstances, the model letters point the way.”

In one section, Nauheim shares letters of appreciation to customers. The one I revised for you is designed to reactivate lost patients or those who haven’t visited your practice in a long time.

Use the following letter as a model. Simply copy and paste the text to your letterhead, make adjustments to fit your practice, and then mail. Be sure to use a stamp on a hand-addressed envelope.

---

**Dear (enter patient’s first name),**

It’s been some time since I expressed my heartfelt thanks.
While looking at my calendar earlier this week, I thought about the thank-you notes I should send to two new patients. Then it suddenly occurred to me that, while saying thanks to folks who just had me provide dental work for them may be good business, I never took the time to express my sincere appreciation to you for your loyalty over the years.

I’m concerned that something I did caused you to stay away for so long. If so, please contact me at (enter phone number) or (enter email address) so I can correct the problem.

Then again, maybe life’s events just got in the way.

Whatever the case, I suppose I’m no more guilty than most people. We are so concerned with day-to-day life that we seldom take time to show the sincere gratitude we feel for our most important patients … those who keep coming back and who thoughtfully send others to us.

I appreciate your continuing support.

Gratefully,

(enter your name/signature)

P.S. (Use this space to share an appealing offer and/or provide a strong reason to respond).

Sure, this letter isn’t perfect. You could do things different. And you may even think the text won’t work for you.

But that’s not the point.

The fact to remember is you likely have a list of lost patients that hold hidden profit opportunities. Contact these people now.